

## **REMARKS**

Claims 1-4 and 6-34 are pending in this application. By this Amendment, claim 1 is amended. Support for amendment to claim 1 can be found in the specification at least at page 1, line 25, and page 3, lines 1-7. Thus, no new matter is added.

### **I. The Claims Define Patentable Subject Matter**

The Office Action rejects claims 1-4 and 6-9 under 35 U.S.C. §103 (a) over U.S. Patent No. 6,493,677 to von Rosen et al. This rejection is respectfully traversed.

Claims 1-4 and 6-9 would not have been rendered obvious by von Rosen. Von Rosen does not teach or suggest a method for selling, over a transmission network, unique information indicating products that indicate unique information that includes "preparing, based on unique information, a preview image of a unique information indicating product that indicates the unique information, the product being selected from a group consisting of stamps and business cards," as recited in claim 1.

Von Rosen merely relates to customized branded merchandise, such as bottles of soda (Abstract). Thus, von Rosen does not teach or suggest a method for selling products consisting of stamps and business cards.

Thus, for at least these reasons, claim 1 is patentable over von Rosen. Further, claims 2-4 and 6-9, which depend from claim 1, are also patentable over von Rosen for at least the reasons discussed with respect to claim 1, as well as for the additional features recited therein. Withdrawal of the rejection is respectfully requested.

### **II. Conclusion**

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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Attachments:

Petition for Extension of Time  
Request for Continued Examination

Date: February 9, 2006

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